

## **Just Like Me?**

To help students understand the concept of customer market profiles, we build one for each of several small in-class groups.

Divide the class into groups of five, and then collect basic demographic data: age, gender, education level, etc.

Each group then analyzes each member of its group in terms of such psychographic characteristic, such as lifestyle, and behavioral tendencies, such as product usage or brand loyalty.

Each group reports their respective findings, and this data is used to construct a profile of each group.

Each group is compared with the others and analyzed relative to typical teen-targeted products, brands, etc.